

# ATARI® COIN-OPERATED CONNECTION®

## Now Appearing: Crystal Castles™ Starring Bentley Bear™!

**L**ife is no picnic for Bentley Bear as he walks the crossroads between waves of mazes in CRYSTAL CASTLES by Atari. Each wave presents him with a tempting trail of ruby gemstones winding in and out and all around a 3-D super maze structure that varies in 16 different playfields, including a castle, fortress, palace, and even a dungeon. There are tunnels to explore, elevators that take him from one plateau to another, and sometimes a hidden ramp! And the player maneuvers him with a *lit* Trak-Ball™ controller and "jump" button.

Bentley's determined to collect all the gems—which treats him to a rapidly escalating point value for each succeeding stone plucked... all the way up to 99 points apiece. The trick is to escape all the scary creatures that chase him along the way and do their share of gem gathering to lessen his chances. If he is able to get the last gem in a wave, he captures a handsome bonus.

The screen is a fury of action as our furry friend encounters the erratic behavior of

his opponents. "Nasty Trees" vigorously pursue him. "Gem Eaters" wend their way to digest their portion of the jewels. Crystal balls roll along to wreak their havoc. If Bentley takes too much time, a swarm of bees descends to get him moving!

Each level of game play progresses through four separate maze waves, and Berthilda the Witch arrives to harass Bentley Bear on every fourth wave. The demise of Berthilda is worth 3,000 points to Bentley, but he can only do her in while wearing the magic hat positioned somewhere on the screen. The special powers of the hat run out quickly but do make Bentley invincible to all of his opponents for a few seconds.

And Bentley insists upon wearing his luminous red boots and belt whenever he travels! This allows players to track him as he moves into

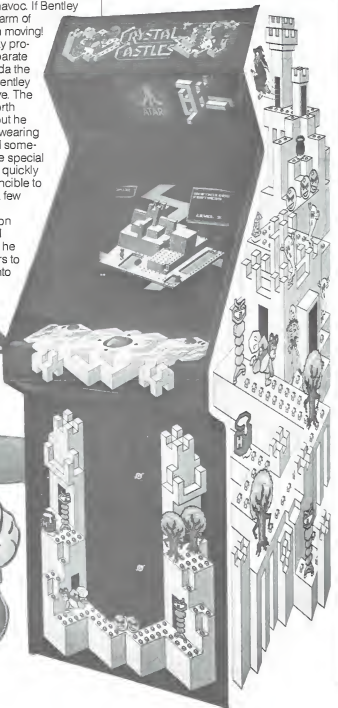
tunnels or around the back of the maze.

CRYSTAL CASTLES also features a Warp Tunnel through which a player can jump ahead—when beginning a new game—to the level of play he just completed in the preceding game. And there are chances for Secret Warps to be discovered in later waves! Warping always benefits the player with a large bonus. *continued on last page*

*Once upon a time there lived a bear named Bentley who wandered o'er the land in search of fortune plenty.*

*Picnic baskets and such were not his bill of fare. Only ruby gemstones could content this clever bear.*

*While raming the lands of Crystal Castles, Bentley gathered his jewels with the greatest of care. A snatch here and there by a swift paw or two showered fame and fortune on this rarest of bears!*



## Atari Uncaps CAP II

The May Distributor Meeting marked the advent of Phase II of our Community Awareness Program. Margaret Lasecke, Public Relations Manager, presented each distributor with a comprehensive package detailing the program and addressed the audience with a real ear-opener: "Two years ago, we heard the first stirrings of a critical problem for our industry—unfair legislation. In the last year, we've seen the problem grow and evolve in various ways. We've seen towns banning video games because they believe the games are corrupt; we've seen restrictions on hours and locations; and the latest—probably most ominous—threat has been the communities that see coin video games as the sure-fire solution to their financial woes by taxing unfair and unrealistic amounts."

Atari has broadened the focus of CAP to include the financial issue. Commented Ms. Lasecke: "The presentation continues to address social issues—whether the games are good or bad—as well as the tax issue—the blatant demands being made on operators for money by all levels of government."

Each distributor received a video tape, the crux of the CAP package, which is a re-edited version of the original 17-minute "Public Perspective" cassette. Since its release last year, several requests have been made for a shorter length, so it's been re-made for a shorter length, so it's been re-made for an expedient 7 minutes, with a new face or two, and the added message that although this industry is not one of windfall profits, we are willing to pay our fair share. However, if excessive taxation continues to be a serious threat, chances for the survival of the industry are bleak. "That's the message we need to get out there to city councils and community groups right

now—that coin video games are not the answer to their fiscal problems," urged Ms. Lasecke. Specifically to emphasize this fact, an interview with Tom McAuliffe of Time Out, a national arcade chain, has been inserted into the video tape. "The interview treats the realities of doing business as an operator," Ms. Lasecke confirmed.

A CAP II booklet accompanies the video tool and is comprised of four major sections. The first is a synopsis of a recently released research report on the video game industry prepared by Sanford C. Bernstein & Company, Inc., a large New York investment firm. The industry market analysis includes statistical data on realistic earnings figures, trends in location growth, trends in game turnover and growth forecast. The second enclosure is an explanation of the roles of manufacturers, distributors and operators, followed by the original brochure and "white paper" of the Community Awareness Program and lastly, information for operators on dealing with broadcast and print media.

Operators are strongly encouraged to contact their distributors for use of the new video tape and corresponding booklet. We are witnessing a resurgence of city, county and state legislative efforts against us. But we can fight back. As Margaret Lasecke warned at the kickoff of CAP II: "It's human nature to sit back and not worry about legislation until it's knocking at your door. But I can't impress upon you enough the danger of doing this. What you need to do to protect your business, and the industry as a whole, is develop a proactive effort to make yourself known as a positive presence in your community. And the Atari Community Awareness Program furnishes you with one means to do just this."

## Dig Dug Meets Clío

The CLIO Award is the world's most recognized and coveted advertising accolade. Now in its 24th year, it has clearly become the standard-setter for excellence in international advertising. In 1983, over 15,000 entries were submitted from 37 countries, making it the largest and most ambitious multi-media advertising awards program to date. You just might say that CLIO is to advertising what OSCAR (Academy Award) is to film-making.

We are pleased to announce that Atari Coin Op has received a CLIO Award for our "Dig Dug" commercial in the Cinema Advertising Category. The film piece was created by Young & Rubicam advertising agency in collaboration with the Marketing Services Department. Mattel Intellivision was the only other finalist in the grouping; however, there were seven other original nominees: AMC-Jeep, Universe of Energy, Atari-Consumer Electronics Division, WLS Radio, Activision-Star Master, Activision-Corporate, and Craig Car Stereo.

Our Dig Dug Screenplay played in major first-run theaters nationwide during the summer of 1982. It gave the audience a lot of razzle-dazzle in a little 2-minute mini-movie—with special effects created by a top caliber Hollywood team. Dig Dug, Pooka, and Fygar\* gave the stellar performances we knew they were destined for—and we thank the CLIO Organization for its recognition of our efforts.

\*Dig Dug is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982



The CLIO statuette derived its name from Greek mythology after Clío, one of the nine muses, the Proclaimer, Glorifier and Celebrator of history, great deeds and accomplishments. She embraces a stylized globe of the world which represents "Advertising Excellence Worldwide."

## Listen to Your Players!

### Letter From the Editor

As we work our way loose from the grips of the industry shakeout, a tack to take that of flexibility and responsiveness. Over the past few months, we in Marketing Services have received correspondence from some very sophisticated coin video game players who begin to comprise the "heart" of our target audience (male 12-24). Our research studies have shown that this target group generates 85% of the revenue in today's industry... so what they say must be given due validity as far as the "player's perspective" is concerned.

The central, salient observation they seem to share is that operators are tending to dehumanize arcades and many locations do not provide a creative and stimulating environment. Unfortunately, if we do not turn our attention to this situation now, our business will continue to be "on the line." At the crux of the coin video game industry on all levels is the need to keep in touch with the pulse of the player. Have the arcades in our country become so sterile and predisposed with chasing the quarter

that they have forgotten to listen to the player and respond to the player's interests?

We must give constant consideration to what stimulates the player technologically, creatively and environmentally. Has the downturn in our business been solely attributable to saturation and recession, or have we failed to respond to our playing and paying public? The bottom line is that we all share the same public... whether our role is that of manufacturer, distributor or operator. A question we must all ask ourselves on a daily basis is: "What are we doing for our players?"

Giving credit where it's due, some of you are already "responsive" operators. You know who you are. We know who you are, too. Our hope is that your peers will begin to incorporate the examples you're setting into their own modus operandi.

Ours is an ongoing innovative industry. Many of you forged your niche with the spirit of a true entrepreneur. We must all renew this vigor and tackle Chapter Two with the same responsiveness and commitment... there is, indeed, life after shakeout.

## OPERATOR OF THE '80s

# Meet the Andersons...

No, not Jim, Margaret, Betty, Bud and Cathy of television fame, but Bill, Vel, Russell, Bobby and Cathy of Trail, British Columbia—a 2 1/2-hour drive north of Spokane, Washington. Stars in their own right, the Andersons operate a busy 3,000 square-foot gameroom/snack bar that lights up the rather out-of-the-way community with an element of fun and flair for which it was named—"Electric Pazzazz."

Dad Bill, an electrical contractor by trade, and Mom Vel, a successful real estate agent, became concerned 3 1/2 years ago about their children becoming teenagers and how they would choose to spend their free time. They realized they should do something and decided to open an arcade—not only so the offspring could enjoy themselves but to give them access to computer technology as an added incentive. The atmosphere they have created is actually a "family room" or "den."

Other parents in Trail have welcomed the Andersons' efforts and are pleased with the clean image of the location where the proprietors work hand in hand with the police. It is strictly a family-run organization—all three children help—with Vel's brother, Wayne Thurber, adding his part.

The snack bar side, decorated with antiques to give an old-time look, offers submarine sandwiches, hot dogs and soft drinks while the gameroom includes 28 coin video games (both upright and cocktail), 7 pinball games, 5 foosball and 3 pool tables. Besides the small cocktail tables in the eating area, a number of tables are set around the playing room to provide patrons with a place just to sit and gab. The intent is to create an enjoyable environment where young people will feel comfortable to gather and socialize.

### A Promotion A Day Keeps The Hamdrums Away

Bill and Vel are firm believers in the power of promotion. A 4' x 8' scoreboard for all video and pinball games will soon need to be enlarged. A running high score for each game awards the weekly top achiever \$2 in free tokens and the monthly winner \$5. The coin changer sometimes pops out colored tokens worth an added value in exchange for regular ones. Rearranged birthday party or handicapped groups also receive special bargains. And world record holders, registered with the Twin Galaxies International Scoreboard of Ottumwa, Iowa, are given \$10 worth of tokens, an imprinted game T-shirt and plaque. Electric Pazzazz boasts of the first female entry on the Scoreboard in April.

Vel contends that the real "clinch" in the promotion picture is their "5 tokens for \$1" policy in conjunction with the fact that they have set all video and pinball games on one token since the beginning of the year. "This keeps a steady flow in all of our cashboxes. Particularly on weekends, while waiting to play the busier games, players will fill the time on other games."

Most operators in Canada are placing new machines on the 50 cents mode because of the prevailing economic situation.

### C.A.T. Scanner Charity Captivates Playing Contributors

During the four-day Canadian Thanksgiving weekend (October 8-11) of 1982, Electric Pazzazz remained open 24-hours-a-day to raise \$3,000 toward the purchase of a C.A.T. Scanner for Trail Regional Hospital. The Computed Axiom Tomography Scanner is a diagnostic x-ray tool that takes pictures of the body in layers. Although the Andersons rely primarily on word-of-mouth advertising, they did promote on the radio and in regional newspapers for this charity event. Players challenged radio station personalities and the local Royal Canadian Mounted Police for \$1 a crack. There was record-making activity round the clock as well as marathon foosball competition.

During the holiday weekend, a costumed character called "Scanner the Cat" circulated around town posing for pictures



"Scanner the Cat" and a nurse from Trail Regional Hospital helped pass baskets of goodies out to children everywhere.



Corporal Nat Lloyd of the Royal Canadian Mounted Police participated in the fun during the Thanksgiving fund raiser by allowing the public to challenge him at any game.

with the hospital staff, local merchants, shopping mall customers and even pub patrons—and collected donations off the streets. A special drawing contest for children had them entering their best renditions of Scanner the Cat. A twice-nightly auction—supported by neighborhood retail merchandise donations and gift certificates—drew in its share of contributors.

Between the milestones, though, daily efforts must continue... as of early April, Electric Pazzazz is the proud sponsor of a slow pitch ball team. *continued on next page*

## ON THE ROAD

### Atari Welcomes Frank Pellegrini

Frank Pellegrini, our new Midwestern Regional Sales Manager, describes Atari Coin Op as an "aggressive, young, dynamic company"—the exact same qualities that we in turn attribute to this 27-year-old go-getter. You'll find him "on the road" with a firm direction in mind as far as the marketing and sales of Atari coin video games.

Born, raised and—if career opportunities permit—forever residing in Chicago, Frank graduated from Northern Illinois University with a Bachelor of Science degree in Business Marketing. Older brother Ed, who was recently promoted to Vice President of Sales for Bally Midwest, introduced Frank to the industry five years ago, resulting in an impressive background experience with Empire Distributing for the younger sibling. Frank's first responsibilities were local and national vending accounts, including Show Bizz Pizza, Marriott's Great America, and Malibu Grand Prix. He then became a games sales rep for the firm and developed quite an affinity for the exciting, fast-paced, state-of-flux nature that describes our business.

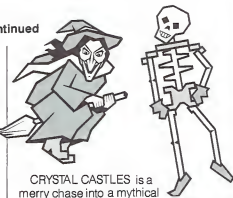
"What keeps my interests so high in coin video games is that the change we see is so rapid," Frank confesses. "Vending products are virtually constant from year to year. However, in the game industry, we're dealing with a totally new product each time." His extensive marketing exposure has convinced him of the strong need to not only sell—but market—every game release. "Not even a Pole Position" really sells itself. But—fortunately—Atari is one of the leaders in the industry to put into effect a firm marketing policy." Another factor influencing his move to Atari is the tremendous respect he has for Jerry Marcus, our Executive Vice President of Sales and formerly of Bally Midwest.

So—with his double-edged business sense—why does Frank stay in sales rather than move laterally into marketing per se? "I like the frontline opportunities I encounter out in the field" is his honest and humble reply. Watch out for this latest addition to our "A" Team. Frank is going to take the ball and run with it all the way!

\*Pole Position is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982

## Crystal Castles continued

And for the operator, the game features a whole range of options that can be adjusted easily on the screen in the self-test mode. This eliminates the need to open the back of the cabinet because the self-test mode is conveniently accessed by a switch through the coin door. The feature provides a super opportunity to test different settings for limited periods of time—to fit the needs of the specific location!



CRYSTAL CASTLES is a merry chase into a mythical land of graphically "a-mazing" playfields. Its cast of incredible creatures thrills at every turn of game play. And its hero takes character appeal beyond cute and cuddly—he's downright charismatic! Bentley Bear will paw all the way to the top in profitability!



## The Andersons continued

### Security Measures and Community Rapport Promote A "Clean" Image

This year's installation of a three-camera security system has eliminated the need for a large staff. There are usually two family members on duty at a time. However, during "quiet times," one person on alone at the desk can monitor the entire building. Vel points out that they have not encountered any malicious damage or serious problems because "the young people actually police themselves."

The Andersons work in full cooperation with the school principals and parents in the area. The junior high school is located just one block away from the gameroom, and the senior high school is only up the hill. During the lunch hour, Electric Pazzazz is wall-to-wall students. At 12:30 p.m., Bill's voice booms over the p.a. system to announce that it is time for everyone to go back to class. With Bill and Vel's consent and through their enforcement, school officials have on occasion revoked

a student's privilege to enter the arcade as a deterrent to further wrong-doing. But most players conform perfectly to the "no nonsense—no roughhousing" policy. "We make sure they understand that everything happening within a block of our place affects our business directly."

### New Game Selection Is a Family Affair

For 1 1/2 years, the Andersons have owned all of their game equipment outright; previously, they were on a split basis with a route operator. They still have all of their originally installed games and make new game selections on the basis of careful study and consideration. Bill maintains and services the games himself. He subscribes to the major trade magazines, attends trade shows and workshops, and takes into account the recommendations of his distributor with whom he has a close rapport.

With the border being so accessible, the family often makes jaunts to the "hot spots" and test locations in Spokane and Seattle, Washington to get an eyewitness scoop on

new game releases. Due to the fees tacked onto the price of a game (including exchange, federal tax, duty, brokerage and shipping), they must "shop around like crazy, particularly for games brought in from the States." The initial outlay is so costly for each machine that the return on investment must be virtually guaranteed.

Vel reports that Atari's Centipede®, Tempest®, and Missile Command® continue to be consistent moneymakers for the location. She and Bill even enjoy an ongoing high score rivalry that keeps them active on Centipede. She further attests, "The cocktail Missile Command goes so steadily that it's the fourth best game overall." Just keep the steady earners coming and the Anderson children will keep on top of the market situation. "The kids help out a lot in the selection process. They're very much aware." And now they have an even bigger vested interest in the business... all their own idea as a matter of fact. With savings accumulated from paper routes, the two boys each bought a second-hand game. Dad and Mom helped in the original financing, however, both games are now paid off, and the young owners are starting to bank some money. They still split collections 50/50 with Electric Pazzazz (after all, Dad does make all repairs and then there's the overhead!), but the investment is giving them a real sense of responsibility.

Vel always has her camera ready to snatch a shot here and there—particularly when little ones come in and try to tackle the monstrous game controls for the first time or sprawl across a foosball table. "The kids love to browse through the scrapbooks which we keep on a long counter underneath the scoreboard." There are lots of smiles and happy faces to capture at Electric Pazzazz, and players really enjoy being part of the "family album."

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